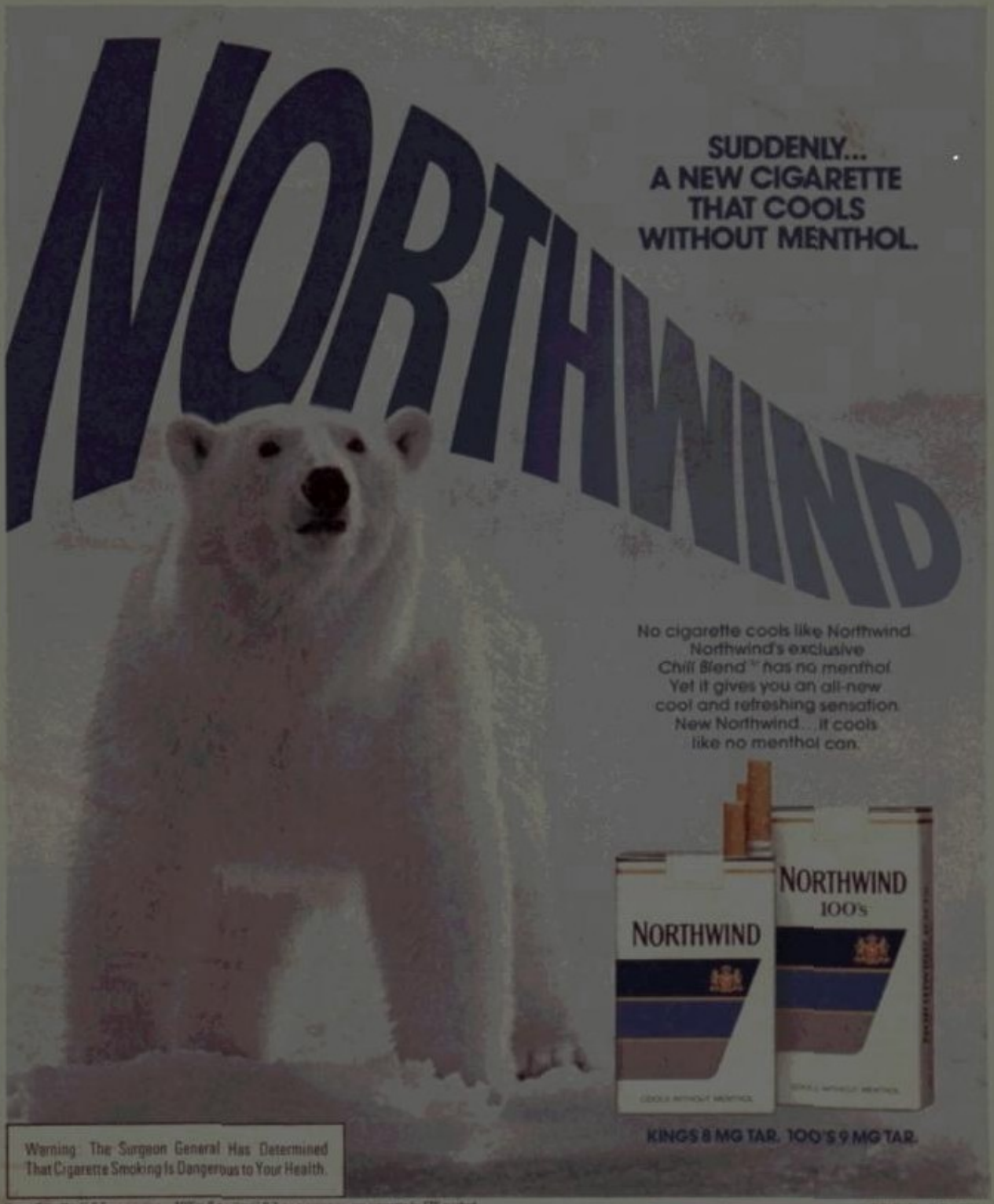
LEO BURNETT U.S.A.
Ad No. 142—STRAIGHT ON BEAR—Req. No. 71744—Page—(9⅞" x 12⅛")—4 colors—Sunday Supplements, 1981 (A)
Printed in U.S.A.




Kings: 8 mg "tar," 0.6 mg nicotine—100's: 9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1981

2061191471

Source: https://www.industrydocuments.ucsf.edu/docs/hrxn0003

2061191471